

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Original) A marketing system that matches a customer profile to marketing offers, the marketing system comprising: a database including a customer profile containing information related to a customer's interests in products and services; a database including a plurality of marketing offers related to products and services; and a server for executing a program operable to match a selected offer of the plurality of marketing offers to the customer profile.
2. (Currently Amended) The system of claim 1 ~~further~~ wherein the program is operable to present marketing offers to each customer, based on the results of ~~the a~~ matching agent.
3. (Original) The system of claim 1 wherein the marketing offers are located on a plurality of distributed databases, the database in communication through a communications network.
4. (Currently Amended) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the marketing offers.
5. (Canceled)
6. (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.
7. (Original) The system of claim 6 wherein the client computer includes an applet received from the server.
8. (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9. (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10. (Original) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the selected offer.

11. (Original) A marketing method for matching a plurality of company offers with a plurality of customer profiles, the method comprising evaluating the plurality of offers and the customer profiles and matching a selected offer to a selected customer profile.

12. (Original) The method of claim 11 further including communicating the selected offer to the customer.

13. (Original) The method of claim 1 wherein the selected offer is communicated to a client computer via a computer network.

14. (Original) The method of claim 12 further including fulfilling the selected offer with its corresponding company wherein the step of fulfilling uses at least a portion of the customer profile.

15. (Original) The method of claim 1 wherein the customer profile includes an identification of the customer and a preference of the customer.

16. (Original) A marketing method for matching a plurality of company offers with a plurality of customer profiles, the method comprising: receiving the plurality of company offers, the offers including corresponding offer information; receiving the plurality of customer profiles, the profiles including a customer identification and a customer preference; and matching at least one of the plurality of company offers to a selected customer profiles, based on the customer preference.

17. (Original) The method of claim 16 further comprising communicating the at least one offer to

a customer corresponding to the selected customer profile.

18. (Original) The method of claim 17 further comprising fulfilling the at least one offer, wherein the step of fulfilling uses at least a portion of the customer profile.

19. (Original) The method of claim 16 wherein the customer profile includes a mailing address.

20. (Canceled)